



PLAYERS GO PLACES

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 12 mg "tar," 1.0 mg nicotine—av. per cigarette by FTC method.
11 mg nicotine av. per cigarette, by FTC method.



Easy-going taste in
a low tar.

Regular and Menthol
Kings and 100s

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Players
"Players"
National Magazines—1984
Page 4/C Blended—Officer

Wells, Rich, Greene, Inc.



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